

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

ATx341
FU



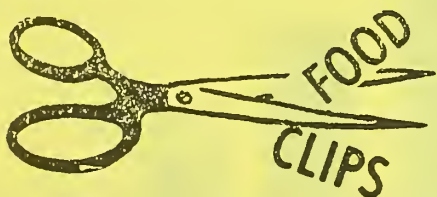
Food and Home Notes

UNITED STATES DEPARTMENT OF AGRICULTURE
OFFICE OF COMMUNICATION WASHINGTON, D. C.

34TH YEAR

January 17, 1977

NO.3



In This Issue:

- 1 - Food: On Eating Out
- 2 - Charts: Food Prices
- 3 - Food: Carrot Juice/ To Conserve Nutrients
- 4 - Houseplants: Are They Sick?

Use unit pricing to find the brand and container size of food that costs least per unit -- pound, ounce, or pint.

* * *

Check the date on a perishable food. Be sure all of the food can be used before it spoils.

* * *

Use nonfat dry milk, which is less expensive than fluid milk, in cooking, as a beverage -- at least part of the time.

* * *

Use whole-grain and enriched flour, bread or cereal in some form at every meal to get your money's worth in nutrients.

* * *

For economy, use cereals prepared at home rather than instant or ready-to-eat ones most of the time.

* * *

Ground beef should be thawed in the refrigerator. Keeping the meat cold while it's thawing is essential to prevent growth of bacteria, according to USDA.

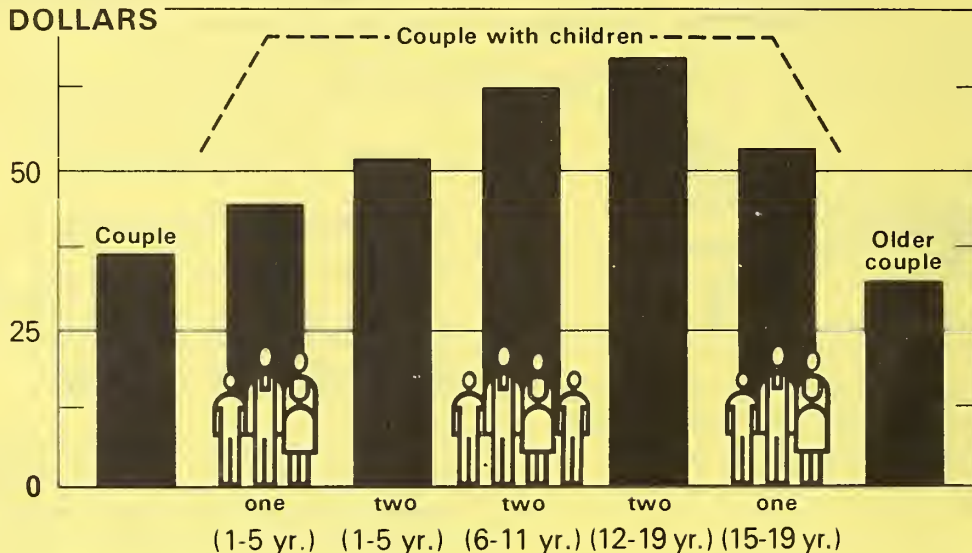
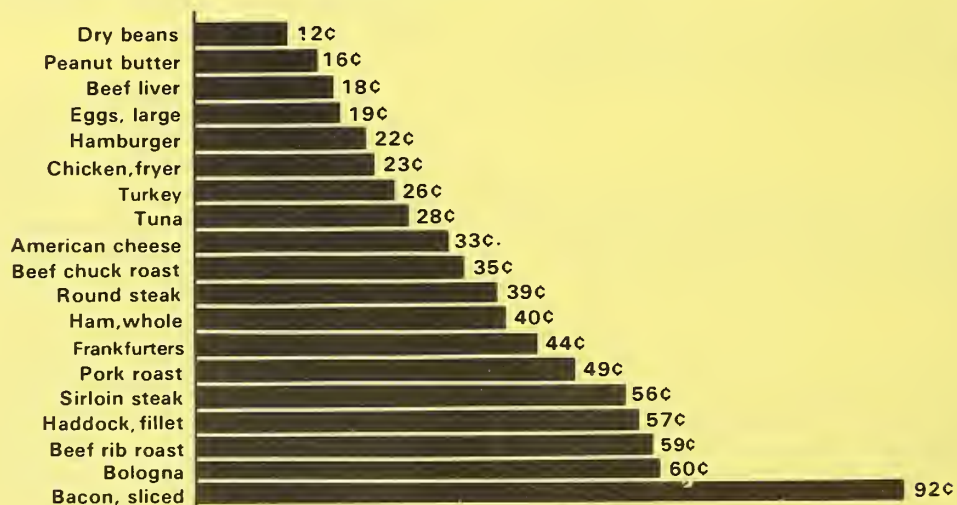
ON EATING OUT ---MORE

If you're an average family you'll probably eat out in fast food places more often in the next four years, according to an analysis by economists at the U.S. Department of Agriculture. The report says that fast-food franchise firms plan to expand -- for you. The industry expects to grow steadily through 1980, according to Philip B. Dwoskin, Economic Research Service, USDA, who wrote the report covering 20 major fast food companies.

"Fast food" businesses -- places that sell hamburgers, fish and chips or fried chicken -- plan to have 46,562 outlets in America by 1980 according to this report. In 1975, outlets totaled 28,809. Even greater growth is predicted for foreign fast-food outlets.

Domestic growth for the fast food franchise during 1975-76 was slower than the earlier seventies, probably due to land and building costs, increased interest rates and the decline in convenience foods business during the recession.

FOOD PRICES

COST OF A WEEK'S FOOD*By Family Type, June 1976***COST OF 1/3 OF A DAY'S PROTEIN***Meats and Meat Alternates, June 1976*

1/3 OF RECOMMENDED DIETARY ALLOWANCE FOR 20-YEAR OLD MAN.
 BLS PRICES, AVERAGES FOR U.S. CITIES.

Prepared by the Economic Research Service of the U.S. Department of Agriculture. Slides/Prints of these charts are available to the PRESS for reproduction if requested to the Editor of Food and Home Notes.

CARROT JUICE ANYONE?

Plain carrot juice apparently does not appeal to most people. However -- at a taste-testing panel of juice testers, U.S. Department of Agricultural scientists discovered that a combination of carrot juice and orange puree -- plus pineapple juice suited the palates of most people in a taste panel. Plain carrot juice had the least desirable flavor.

Why carrot juice? It seems that each year in South Texas there were more than 20,000 tons of carrots discarded because they failed to meet market quality standards. This obvious waste presented a challenge to scientists at the USDA Food Crops Utilization Research Laboratory.

Beverages were prepared from combinations of carrot juice, carrot puree, whole orange puree, grapefruit and pineapple juices, lemon juice concentrate, sugar, citric and ascorbic acids, and artificial pineapple and orange flavors. Panelists agreed that the carrot-orange puree with pineapple juice had the most desirable flavor.



FOR BETTER HEALTH — CONSERVE NUTRIENTS

Three ways to conserve nutrients are to reduce the amount of water used in cooking vegetables, reduce the length of cooking period, and reduce the amount of surface area exposed. Vitamin C dissolved in water becomes weakened by exposure to air and can be destroyed by heat, according to USDA home economists.

Did you know that if you chop-up cabbage to make a slaw, but leave it standing on the counter for an hour before serving it, much of the original vitamin C is destroyed by the air? So -- freshly cut cabbage is better for you than the same amount of cabbage boiled for 2 hours with corned beef. Heat hastens the destruction of vitamin C.

Always use a minimum of water to cook vegetables and serve vegetables as promptly as possible to retain the most nutrients.

DOES YOUR PLANT HAVE THE JANUARY BLAHS?

That January down-feeling isn't just with humans -- plants are victims of it too, according to horticulturists of the U.S. Department of Agriculture. You should check your plants at this time -- the problem may be neglect!

If your plant drops its leaves -- could be caused by sudden change in temperature, or because you transplanted it and put it in shock. Maybe you moved it from strong sunlight to a dark place! Maybe you watered it too much (that's usually the number 1 problem!)

If your plant is dropping its leaves -- could be caused by cooking gas.

Are the tips of the leaves browning? -- could be too much or too little water. It's also caused by exposure to cold drafts, attack by insects, or even too much fertilizer.

If your plant has spotted foliage check for overwatering or burning from direct sunlight. If you're making your plants sick -- stop it! Plants do need tender, loving care.



FOOD and HOME NOTES, a weekly newsletter directed to mass media outlets, is published by the U.S. Department of Agriculture's Office of Communication, Washington, D.C. 20250. Editor: Shirley Wagener...Phone: 202-447-5898.
